

A15 56. (Amended) A system ^{as} in claim 43 wherein said 4-way stretchable layer comprises polyester film.

58. (Amended) A method of advertising using the wrap-around surface of claim 24 comprising:

providing a railing having a lengthwise section and a circumference and having alignment targets along its length;

A16 wrapping a ^{grip} of claim (24) such that said lengthwise edge of grip 6 is parallel to said length of said railing;

aligning said alignment targets of said railing up with said alignment targets of said grip; and

folding said grip, said grip having a width substantially similar to the circumference of said railing, such that edges of said grip abut when wrapped around said railing.

REMARKS

DRAWINGS

Applicant has amended the FIG. 7 as requested by the Examiner. The amended drawing is enclosed herewith.

SPECIFICATION

Applicant has amended the specification to comply with the Examiner's rejections.

CLAIM OBJECTIONS

Applicant has amended claims 58, 21 and 49 to conform with requested changes by the Examiner.

CLAIM REJECTIONS

Applicant has amended the specification and claims 15, 21, 29, 36, 43, 49, 56 and 58 to comply with the Examiner's rejections. As such, claims 15, 21, 29, 36, 43, 49, 56 and 58 point out and distinctly claim the subject matter of the invention.

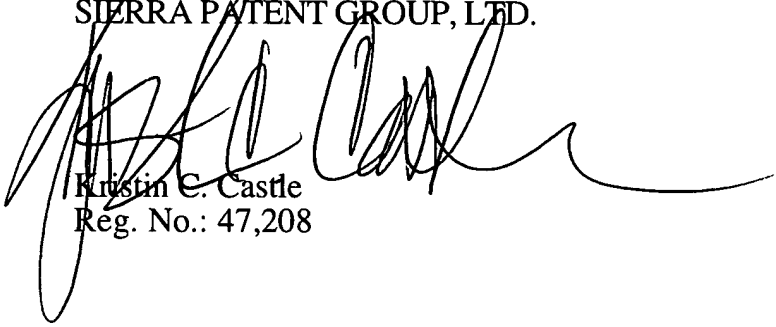
CONCLUSION

It is believed that this Amendment places the above-identified patent application into condition for allowance. Early favorable consideration of this Amendment is earnestly solicited.

If, in the opinion of the Examiner, an interview would expedite the prosecution of this application, the Examiner is invited to call the undersigned attorney at the number indicated below.

Respectfully submitted,
SIERRA PATENT GROUP, LTD.

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Marked-Up Specification and Claims**In the Specification**

Please replace the paragraph bridging pages 4 and 5, with the following:

In yet another aspect, a method of advertising is presented using the wrap-around advertising surface of the present invention. The method of advertising comprises providing a railing, other hand support system, pole or support beam, etc. having a length and alignment targets in a parallel line along its length. Next, placing the wrap-around advertising surface so that the center lengthwise axis of the wrap-around advertising surface is centered on the axis parallel to the length of the railing, other hand support system, pole, support beam, etc. The wrap-around advertising surface of the present invention has alignment targets disposed along an axis parallel [tot he] to the lengthwise edge of the wrap-around advertising surface and the wrap-around advertising surface folds around the railing such that the alignment targets of the wrap-around advertising surface align with the alignment targets of the railing and the edges of the wrap-around advertising surface abut when folded around the railing.

Please replace paragraph 1 on page 6, with the following:

FIG. 8 shows method of advertising using the wrap-around surface of FIG. [2] 3.

Please replace paragraph 1 on page 7, with the following:

Skin layer 104 has a bottom surface 106 which is affixed to the top surface 110 of 4-way stretchable material layer 112 by a permanent adhesive 108 that completely covers skin layer 104 from edge to edge. The permanent adhesive 108 can be any permanent adhesive known in the art which will permanently bond skin layer 104 to 4-way stretchable material layer 112. An example of such a permanent adhesive is [Flexicon] FLEXICON® adhesive V-402. However, it will be clear to one skilled in the art that other similar suitable adhesives may be used.

Please replace paragraph 2 on page 7, with the following:

4-way stretchable material layer 112 has top surface 110 and a bottom surface 114, such that top surface 110 of 4-way stretchable material layer 112 conforms to and is permanently affixed to bottom surface 106 of skin layer 104. 4-way stretchable material layer 112 may be comprised of any material that can simultaneously stretch in four directions such as [mylar] MYLAR®. Bottom surface 114 of 4-way stretchable material layer 112 is releasably attached to the railing or hand support system by a layer of releasable adhesive 116. Releasable adhesive 116 completely covers from edge to edge and is affixed to 4-way stretchable material layer 112 and provides releasable adhesion to the railing or hand support system. Releasable adhesive 116 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 100 off the railing or hand support system, etc. An example of a releasable adhesive is [Flexicon] FLEXICON® V-58.

Please replace paragraph 2 on page 8, with the following:

FIG. [2] 3 discloses wrap-around advertising surface 200 for use on a railing, hand support system, pole or support beam or any other structure which can function as a support surface. Wrap-around advertising surface 200 has a skin layer 204, a backing layer 212 and a 4-way stretchable material layer 220. Skin layer 204 can be formed from a variety of materials. Examples of such materials include, but are not limited to, expanded vinyl, which is vinyl with a layer of foam that imparts a soft, textured feel, leather, plastic sheeting, plastic roll stock, any type of foam product, polyurethane, urethane, woven fabrics, rubber material, foil material or any other material which could act as a covering to a hand support system. If skin layer 204 is formed from expanded vinyl, the vinyl surface may be smooth or textured. In addition, if a vinyl material is used, the vinyl may be supported or unsupported.

Please replace paragraph 2 on page 9, with the following:

Backing layer 212 has a top surface 210 and a bottom surface 214, such that top surface 210 of backing layer 212 conforms to and is affixed to bottom surface 206 of skin layer 204. Backing layer 212 may be comprised of any material suitable for providing support including open cell foam, closed cell foam, felt, paper or rubber. Bottom surface 214 of backing layer 212 is permanently adhered to the top surface 218 of 4-way stretchable material layer 220. The permanent adhesive 216 attaching bottom surface 214 of backing layer 212 to top surface 218 of 4-way stretchable material layer 220 can be any permanent adhesive known in the art which will permanently bond the surfaces, an example of which is [Flexicon] FLEXICON® V-402. 4-way stretchable material layer 220 has the ability to stretch in all directions simultaneously. An example

of a 4-way stretchable material is [mylar] MYLAR. Bottom surface 222 of 4-way stretchable material layer 220 is releasably attached to the railing or hand support system by releasable adhesive 224. Releasable adhesive 224 is affixed to and completely covers 4-way stretchable material layer 220 from edge to edge and provides releasable adhesion to the railing or hand support system. Releasable adhesive 224 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 200 off the railing or hand support system. An example of a releasable adhesive is [Flexicon] FLEXICON® V-58.

Please replace paragraph 1 on page 11, with the following:

FIG. 5 discloses an advertising system for presenting a visual image on a railing. For convenience, the component parts of wrap-around surface 100 are numbered as in FIG. 1 designating wrap-around advertising surface 100. The system of the present invention can be utilized with any type of railing or hand support system 120. Wrap-around advertising surface 100 of the present invention has a 4-way stretchable material layer 116 with an inner and outer surface, skin layer 104 which has an inner [layer] and an outer [layer] surface, the inner [layer] surface of the skin layer 104 is permanently adhered to said outer surface of said 4-way stretchable material layer 116. 4-way stretchable material layer 116 is releasably adhered to railing 120. Skin layer 104 and said 4-way stretchable material layer 116 each have a width substantially similar to the circumference of railing 120, such that edges of skin layer 104 and said 4-way stretchable material layer 116 abut when wrapped around railing 120.

Please replace paragraph 1 on page 28 (ABSTRACT), with the following:

The present invention comprises a [A] wrap-around advertising surface, system and method of advertising on railings or other hand support systems and for use on poles or support beams. The wrap-around advertising surface includes a skin layer permanently adhered to a 4-way stretchable material layer[.], wherein [T] the 4-way stretchable material layer is releasably adhered to a railing or other hand support system. A backing layer between the skin layer and the 4-way stretchable material layer can be inserted for support. The wrap-around advertising surface of the present invention is designed to be releasably attachable to the railing or other hand support system.

In the Claims

Kindly amend claims as follows:

15. A wrap-around advertising surface having a width and a length for affixing to a railing, said wrap-around surface comprising:

a skin layer having an outer surface and an inner surface, said outer surface having printed indicia forming a visual image;

a backing layer having an outer surface and an inner surface, said outer surface of said backing layer permanently adhered to said inner surface of said skin layer;

a 4-way stretchable material layer with a stretchable outer surface and a stretchable inner surface, said outer surface of said stretchable layer adhered permanently to said inner surface of said backing layer; and

said inner surface of said 4-way stretchable material layer having a layer of releasable adhesive applied thereto.

21. A wrap-around surface as in claim 15 wherein said backing layer material is selected from the group comprising open cell foam, closed cell foam, [elastimer] elastomer rubber material, felt and paper.

29. A wrap-around surface as in claim 15 wherein said stretchable layer comprises [mylar] polyester film.

36. A system as in claim 30 wherein said 4-way stretchable material layer comprises [mylar] polyester film.

43. An advertising system having a length and a width for presenting a visual image on a railing, said system comprising:

[a railing having a length;]

a 4-way stretchable material layer having an outer surface and an inner surface, said inner surface of said 4-way stretchable layer releasably adhered to [said] the railing;

a backing layer having an outer surface and an inner surface, said inner surface of said backing layer permanently attached to said outer surface of said stretchable layer;

a skin layer having an outer surface and an inner surface, said inner surface of said skin layer permanently attached to said outer surface of said backing layer, and said skin layer having printed indicia on said outer surface of said skin layer forming the visual image; and

said skin layer, said backing layer and said 4-way stretchable material layer each having a width substantially similar to the circumference of said railing, such that edges of said skin layer, said backing layer and said 4-way stretchable material layer abut when wrapped around said railing.

49. A system as in claim 43 wherein said backing layer material is selected from the group comprising open cell foam, closed cell foam, [elastimer] elastomer rubber material, felt and paper.

56. A system as in claim 43 wherein said 4-way stretchable layer comprises [mylar] polyester film.

58. A method of advertising using the wrap-around surface of claim 24 comprising:

providing a railing having a lengthwise section and a circumference and having alignment targets along its length;

wrapping a grip of claim [6] (24) such that said lengthwise edge of grip 6 is parallel to said length of said railing;

aligning said alignment targets of said railing up with said alignment targets of said grip; and

folding said grip, said grip having a width substantially similar to the circumference of said railing, such that edges of said grip abut when wrapped around said railing.